

Abstract

Bachelor thesis „Forms of Aesthetic Surgery Subjects Advertising in the Years 2011–2012“ focuses on the contemporary field of aesthetic surgery. There is initially introduced the discourse of aesthetic surgery out of the medical practice. This part provides general information about the product and the target group. The important fact is the key role of influence aimed at women. The first chapter presented the commercial discourse of aesthetic surgery, which depends on the possibility of entry into the public space. The second chapter analyses the main themes in the advertisement, that determine its shape. The final chapter dealt with the interpretation of the initial conditions in a broader context. The image of beautiful women in advertising acts as a pattern that raises the fear of old age.

Aesthetic surgery also has a significant influence on the perception of the body. The body as an entity and object is an essential part of this sector and allows you to carry out the services offered. This puts the body into position of the material. The last part brings interdisciplinary interpretation of the body (Merlau-Ponty) and the technology (Heidegger). The important aspect is question of ethics.